SEE / TRY / TEST

THE NEW

ROYAL ELECTRIC

ROYAL McBEE

Corporation

WESTCHESTER AVENUE · PORT CHESTER · NEW YORK

This typewritten paragraph is an unretouched reproduction of Royal's new printwork. Notice the fine quality and fidelity of each letter, each serif even when subjected to the 3 processing stages of photo reproduction.

(This type style is Windsor, one of 74 distinctive styles available on the new Royal Electric.)

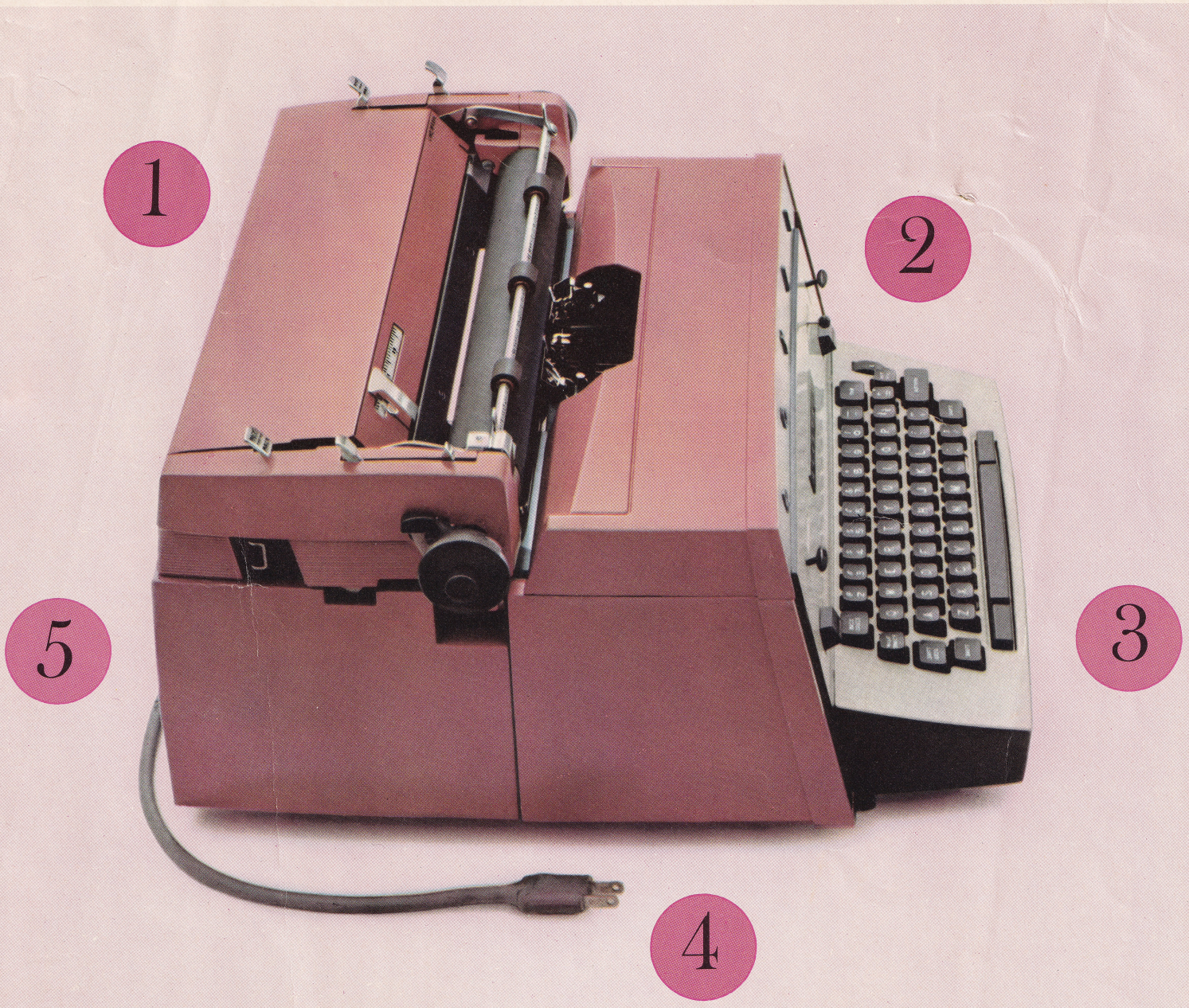
New Royal Electric gives you

A MORE **CLEARLY ETCHED** CHARACTER

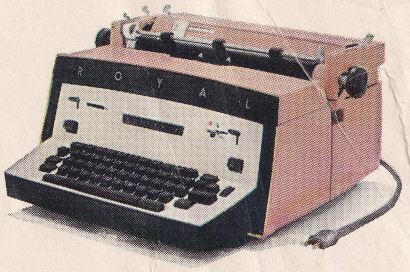
A MORE **UNIFORM INKING** OF EACH CHARACTER

A MORE **ACCURATE ALIGNMENT** OF LETTERS AND WORDS

Totally Superior in every way to every other electric!



1. **DESIGN** New Royal design is more practical, more functional. Computer-like keyboard gives typist greater convenience, greater efficiency, greater speed.
2. **CONVENIENCE** Only Royal offers so many time-saving extras, so many finer features to help increase speed and accuracy with the greatest of ease.
3. **TOUCH** Lightest, most uniform touch of all. Can be varied to suit each typist. Promotes best typing rhythm, lessens finger fatigue, increases speed.
4. **PRINTWORK** New Royal incorporates many new precision parts specifically designed to produce the finest professional printwork — greatly superior to that of any other electric.
5. **RELIABILITY** Thorough, critical field tests among heaviest users of electrics prove conclusively the new Royal is the most reliable electric on the market.



Petal Pink

Oyster White

ROYAL McBEE

Corporation

WESTCHESTER AVENUE • PORT CHESTER • NEW YORK

Sapphire Blue

Pearl Gray

Mist Green

E2B-60-528

Litho in U.S.A.